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TvB

TRENDS
IN VIEWING

Prepared by the Research Department

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Television Bureau of Advertising, Inc. · 477 Madison Avenue · New York, NY 10022

TRENDS IN VIEWING

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Highlights

* December household viewing levels reached 7 hours 15 minutes per day. That puts the annual average for 1987 at 7:01, making it the fifth year in a row that viewing has topped the seven hour mark. (see page 3)

* Three of the four major demographic groups posted gains in their viewing in December of '87 over a year ago. Men viewed 4:15 per day up three minutes. Teens averaged 3:21, a 15 minute increase, while children viewed 3:37 up one minute. Only women showed a decline, down seven minutes to 4:52. (see page 5)

* On an average basis, household TV viewing topped the five hour mark for the first time in 1956 with a 5 hr. 1 min. daily average. Fifteen years later (1971) the six hour level was reached with a 6:02. Twelve years later (1983) the seven hour mark was topped with a 7:02. (see page 6)

* The target demographic featured in this issue is adults 55+. The "mature market" segment of our population is both growing and affluent. There are about 50 million of them in TV households and they view a lot of television, over five hours per day for men and almost 6 hours per day for women. (see page 7)

Notes:

1. **Viewing data prior to Sept.'87 are from Nielsen's Audimeter (NTI) and Diary (NAC) samples. Starting in Sept.'87 the data comes from Nielsen's new people meter (NPM) sample. Not surprisingly, different research techniques can produce different results.**

2. **We believe in its last year of existence, the NTI household meter service deteriorated to a point where it was no longer representative of the universe. This was a result of the preoccupation by NTI's resources (dollars and staff) with people meter installations.**

3. **Daylight Savings Time started three weeks earlier in the spring of 1987 resulting in lower viewing levels during the early evening hours.**

HOURS OF TV USAGE
Per TV Home Per Day

	1980	1981	1982	1983	1984	1985	1986	1987
Jan	7:18	7:35	7:47	7:38	7:53	**7:58**	7:52	7:50
Feb	7:22	7:23	7:22	7:33	7:38	**7:49**	7:48	7:35
Mar	7:05	7:07	7:08	7:16	**7:31**	7:20	7:26	7:26
Apr	6:38	6:44	6:53	**7:19**	7:17	7:04	7:07	7:05
May	6:07	6:19	6:16	6:39	**6:45**	6:36	6:44	6:40
Jun	5:55	6:05	6:13	6:23	6:30	**6:41**	6:31	6:35
Jul	5:48	6:00	6:09	6:23	6:26	6:34	**6:37**	6:32
Aug	6:00	6:16	6:17	6:25	**6:46**	6:41	6:35	6:31
Sep	6:16	6:21	6:28	6:41	6:45	**6:54**	6:49	6:36
Oct	6:40	6:52	6:43	6:59	7:07	**7:11**	7:08	6:52
Nov	7:02	7:05	7:01	7:30	7:26	**7:37**	7:27	7:10
Dec	7:05	7:16	7:16	**7:37**	7:27	7:34	7:28	7:15
Yearly Average	6:36	6:45	6:48	7:02	7:08	**7:10**	7:08	7:01

All Time High

Note: Data prior to Sept.'87 based on NTI Audimeter sample. From Sept.'87 data based on NTI People Meter sample.

Source: A.C. Nielsen

Time Spent Viewing: Over-the-Air Vs. Cable In The Average TV Household

Average Time Spent Per Household Per Day

		Over Air	Chg.*	% of Total	Cable Orig.	Chg.*	% of Total	Pay Cable	Chg.*	% of Total
1985	Jan	7:32	-3	88	:35	+6	7	:26	+2	5
	Feb	7:13	+4	88	:36	+9	7	:26	+2	5
	Mar	6:43	-17	87	:35	+6	7	:26	+2	6
	Apr	6:23	-19	86	:35	+6	8	:26	+2	6
	May	6:00	-10	87	:30	+1	7	:24	-	6
	Jun	6:01	+1	86	:32	+5	7	:29	+3	7
	Jul	5:44	-4	84	:35	+6	9	:30	+1	7
	Aug	5:54	-13	84	:35	+8	8	:33	+6	8
	Sep	6:13	+1	86	:35	+6	8	:27	+4	6
	Oct	6:35	-	87	:32	-	7	:26	+3	6
	Nov	6:59	+6	88	:33	+1	7	:26	-	5
	Dec	6:56	+1	88	:35	+3	7	:24	-	5
	Average	**6:31**	**-5**	**87**	**:34**	**+5**	**7**	**:27**	**+2**	**6**
1986	Jan	7:18	-14	88	:35	-	7	:24	-2	5
	Feb	7:13	-	88	:37	+1	8	:22	-4	4
	Mar	6:48	+5	87	:37	+2	8	:22	-4	5
	Apr	6:30	+7	87	:37	+2	8	:23	-3	5
	May	6:12	+12	88	:35	+5	8	:19	-5	4
	Jun	5:54	-7	86	:35	+3	9	:22	-7	5
	Jul	5:56	+12	86	:35	-	8	:24	-6	6
	Aug	5:48	-6	86	:35	-	8	:24	-9	6
	Sep	6:12	-1	87	:36	+1	8	:22	-5	5
	Oct	6:32	-3	87	:36	+4	8	:20	-6	5
	Nov	6:50	-9	87	:39	+6	8	:22	-4	5
	Dec	6:50	-6	86	:42	+7	9	:24	-	5
	Average	**6:30**	**-1**	**87**	**:37**	**+3**	**8**	**:22**	**-5**	**5**
1987	Jan	7:08	-10	86	:43	+8	9	:24	-	5
	Feb	6:50	-23	85	:46	+1	10	:23	+1	5
	Mar	6:40	-8	85	:45	+8	10	:24	+2	5
	Apr	6:14	-16	84	:45	+8	10	:27	+4	6
	May	5:48	-6	84	:43	+8	10	:24	+5	6
	Jun	5:44	-10	83	:46	+11	11	:26	+4	6
	Jul	5:33	-23	81	:48	+13	12	:29	+5	7
	Aug	5:33	-15	81	:49	+14	12	:29	+5	7
	Sep	5:43	-29	83	:45	+9	11	:26	+4	6
	Oct	6:12	-20	85	:40	+4	9	:26	+6	6
	Nov	6:24	-26	84	:45	+6	10	:27	+5	6
	Dec	6:23	-27	84	:48	+6	10	:29	+5	6
	Average	**6:11**	**-19**	**84**	**:45**	**+8**	**10**	**:26**	**+4**	**6**

* Change in number of minutes from the same month of the previous year.

Note: Data prior to Sept.'87 based on NTI Audimeter sample. From Sept.'87 data based on NTI People Meter sample.

Source: A.C. Nielsen (NTI)
Cable TV - A Status Report

HOURS OF TV USAGE
Per Person Per Day

		1980	1981	1982	1983	1984	1985	1986	1987
Men 18+	Feb	4:21	4:21	4:14	**4:23**	4:21	4:21	4:20	4:14
	Mar	4:03	**4:13**	4:03	4:11	4:11	4:07	4:07	4:05
	Apr	3:51	3:57	3:50	**4:08**	3:59	3:54	3:47	3:47
	May	3:28	3:36	3:30	3:38	**3:43**	3:34	3:41	3:35
	Jul	3:16	3:11	3:22	3:26	3:22	**3:31**	3:29	3:27
	Oct	3:55	4:02	3:52	4:02	4:02	4:01	**4:04**	3:58
	Nov	4:06	4:11	3:56	**4:19**	4:09	4:18	4:06	4:08
	Dec	4:11	**4:23**	4:10	4:21	4:16	4:12	4:12	4:15
Women 18+	Feb	5:15	5:11	5:10	5:01	5:09	**5:21**	**5:21**	5:12
	Mar	4:58	4:56	4:50	4:47	5:00	4:57	5:01	**5:04**
	Apr	4:42	4:33	4:38	4:47	4:52	4:49	4:48	**4:53**
	May	4:21	4:18	4:12	4:21	4:33	4:29	4:33	**4:34**
	Jul	4:04	3:54	4:02	4:05	4:09	4:24	**4:33**	4:18
	Oct	4:32	4:35	4:29	4:37	4:47 -	**4:51**	4:50	4:40
	Nov	4:47	4:49	4:35	4:57	5:03	5:08	**5:09**	4:49
	Dec	4:45	4:50	4:45	5:00	**5:01**	**5:01**	4:59	4:52
Teens 12-17	Feb	3:33	3:40	3:15	3:36	**3:47**	3:46	3:42	3:08
	Mar	3:03	3:07	3:03	**3:35**	3:31	3:16	3:13	2:52
	Apr	3:17	2:56	3:08	**3:40**	3:25	3:21	3:04	2:53
	May	2:45	2:43	2:35	**3:05**	3:01	2:47	2:45	2:45
	Jul	3:43	3:28	3:39	4:05	3:53	3:54	**4:08**	3:22
	Oct	3:01	2:47	3:13	**3:21**	2:48	3:06	2:50	3:02
	Nov	3:17	2:55	3:13	**3:33**	3:13	3:22	3:00	3:24
	Dec	3:23	3:06	3:31	**3:36**	3:24	3:24	3:06	3:21
Children 2-11	Feb *	4:07	4:07	4:07	3:54	4:03	4:25	4:02	3:40
	Mar	**3:57**	3:49	3:40	**3:57**	3:53	3:52	3:43	3:20
	Apr	3:42	3:31	3:47	**3:58**	3:47	3:47	3:24	3:15
	May	3:02	3:00	2:51	3:00	**3:20**	3:10	3:01	2:47
	Jul	3:17	3:23	3:44	3:30	3:44	**3:47**	**3:47**	3:19
	Oct *	3:32	3:23	3:12	3:14	3:22	3:25	3:05	3:01
	Nov	3:52	3:40	3:31	3:41	3:54	**3:58**	3:45	3:25
	Dec *	3:59	3:47	3:43	3:53	3:58	3:56	3:36	3:37

All Time High

* Record set prior to **1980**

Source: A.C. Nielsen (NTI)

Note: Data prior to Sept.'87 based on NTI Audimeter/Autolog sample. From Sept.'87 data based on NTI People Meter Sample

TIME SPENT VIEWING
Per TV Home--Per Day
Annual Averages

1950	4 hr. 35 min.	1970	5 hr. 56 min.
1951	4 hr. 43 min.	1971	6 hr. 2 min.
1952	4 hr. 49 min.	1972	6 hr. 12 min.
1953	4 hr. 40 min.	1973	6 hr. 15 min.
1954	4 hr. 46 min.	1974	6 hr. 14 min.
1955	4 hr. 51 min.	1975	6 hr. 7 min.
1956	5 hr. 1 min.	1976	6 hr. 18 min.
1957	5 hr. 9 min.	1977	6 hr. 10 min.
1958	5 hr. 5 min.	1978	6 hr. 17 min.
1959	5 hr. 2 min.	1979	6 hr. 28 min.
1960	5 hr. 6 min.	1980	6 hr. 36 min.
1961	5 hr. 7 min.	1981	6 hr. 45 min.
1962	5 hr. 6 min.	1982	6 hr. 48 min.
1963	5 hr. 11 min.	1983	7 hr. 2 min.
1964	5 hr. 25 min.	1984	7 hr. 8 min.
1965	5 hr. 29 min.	1985	7 hr. 10 min.
1966	5 hr. 32 min.	1986	7 hr. 8 min.
1967	5 hr. 42 min.	1987	7 hr. 1 min.
1968	5 hr. 46 min.		
1969	5 hr. 50 min.		

Source: A.C. Nielsen Co.

Target Demo: **ADULTS 55+**
Universe Estimate - Men 21,050,000
Women 28,070,000

Time Spent With TV Daily

Men 55+ 5 hrs. 18 mins.
Women 55+ 5 hrs. 54 mins.

TV Usage By Daypart

		-----Avg. Minute % Viewing-----			
		Men 55+		Women 55+	
		%	TDI*	%	TDI*
Mon-Fri	7am-10am	12.7	120	15.8	149
	10am-1pm	14.7	125	21.6	183
	1pm-4:30pm	15.9	107	26.1	175
	4:30pm-7:30pm	41.0	139	47.4	161
Mon-Sun	7:30pm-8pm	57.3	140	60.5	148
	8pm-11pm	53.9	129	57.2	137
	11pm-11:30pm	37.1	136	37.9	139
	11:30pm-1am	17.0	111	18.3	120
Sat	7am-1pm	9.4	71	8.9	67
	1pm-4:30pm	24.4	134	18.7	103
	4:30pm-7:30pm	40.3	153	35.2	133
Sun	7am-1pm	12.6	100	12.4	98
	1pm-4:30pm	33.7	142	23.6	100
	4:30pm-7:30pm	48.2	146	40.4	122

Source: A.C. Nielsen
NTI/NAD Report
November 1987

*Target Demo Index
The larger the index the greater the proportion of target demos to total viewers. (Persons 2+ = 100)